



WEWS

ORDER

Flight Dates **10/22/12-11/11/12**

Contract / Revision **306208 /**
Original Date / Revision
 07/27/12 10/25/12
Advertiser **Ohio House Republican Org**
Agency **Midwest Communications &**
Buying Contact
49 S Grant Avenue
Columbus, OH 43125

Product
Candidate B

Agency Com 15%
Billing Contact
7720 Benson Road
Carroll, OH 43112

Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:20:00

Estimate #
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		
WEWS Local Political	%		

Order Share 25% Market Value 532000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	75%	399000
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	43	\$47,005.00	\$55,300.00	138.40	10/01/12	10/28/12	43	\$47,005.00	\$55,300.00
November 2012	61	\$66,045.00	\$77,700.00	196.80	10/29/12	11/06/12	61	\$66,045.00	\$77,700.00
Totals	104	\$113,050.00	\$133,000.00	335.20					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00
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Print Date: 10/29/12

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Hiatus Dates

Original Date / Revision 07/27/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Candidate B**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$3,000.00		3.40			
E 2	WEWS	10/22/12	11/11/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$750.00	P-1	3.40	NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$750.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					5	\$750.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$750.00		3.40			
E 3	WEWS	10/22/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
E 4	WEWS	10/22/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
E 5	WEWS	10/22/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	3.20	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$650.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$650.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		3.20			
E 6	WEWS	10/22/12	11/06/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$1,200.00	P-1	3.20	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$1,200.00		3.20			
E 7	WEWS	10/22/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$1,000.00	P-2	3.20	NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$1,000.00		3.20			
E 8	WEWS	10/22/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$2,500.00	P-1	3.20	NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$2,500.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,500.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$2,500.00		3.20			
E 9	WEWS	10/22/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	3.20	NM	17	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			



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Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	WEWS	10/22/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	3.20	NM	17	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,200.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
	See MG 9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20 [hra/pol/p1]														
3	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
	See MG 9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20 [na]														
4	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
	See MG 9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20 [HRA]														
12	WEWS	10/29/12-11/02/12		M-F 5-6p News		5-6p	MTWThF----	:30		\$1,200.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
13	WEWS	10/29/12-11/02/12		M-F 5-6p News		5-6p	MTWThF----	:30		\$1,200.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
14	WEWS	10/29/12-11/02/12		M-F 5-6p News		5-6p	MTWThF----	:30		\$1,200.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
15	WEWS	10/27/12-11/03/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,200.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
16	WEWS	10/27/12-11/03/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,200.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
17	WEWS	10/28/12-11/04/12		SU 1125p-12a Sports Extra		1135p-12x	-----Su	:30		\$650.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
18	WEWS	10/28/12-11/04/12		SU 1125p-12a Sports Extra		1135p-12x	-----Su	:30		\$650.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
19	WEWS	10/27/12-11/04/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$550.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
20	WEWS	10/27/12-11/04/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$550.00		3.20	NM		
	Ⓜ MG for 11.1,11.3,9.4,11.4,9.3,10.3,10.2,9.2,11.2														
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,200.00		3.20			
	Week:	11/05/12	11/11/12	MT-----		1				\$1,200.00		3.20			
E 10	WEWS	10/22/12	11/06/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	3	\$1,000.00	P-2	3.20	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$1,000.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	MTWThF----	:30		(\$1,000.00)		3.20	NM		
	See MG 9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20 [hra/pol]														
3	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline		1135p-1207x	MTWThF----	:30		(\$1,000.00)		3.20	NM		
	See MG 9.12,9.13,9.14,9.15,9.16,9.17,9.18,9.19,9.20 [n/a hra]														
	Week:	10/29/12	11/04/12	MTWTF--		3				\$1,000.00		3.20			
	Week:	11/05/12	11/11/12	MT-----		1				\$1,000.00		3.20			
E 11	WEWS	10/22/12	11/04/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$700.00	P-2	3.20	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS		2				\$700.00		3.20			

